

**ADMIT
ONE**

43025

**PUBLIC RELATIONS
STRATEGY
WORKSHEET**

43013

Public Relations Strategy Worksheet for Events

Great PR can help your company break through the noise that can sometimes dominate a busy event. Remember, you are often competing with many different companies for share of voice, and a great PR strategy helps you get heard by prospects, customers, as well as important media outlets. You should base your PR strategy on whether you are hosting or sponsoring an event, but for both you need to formulate a solid plan

Event Name: _____

Date: _____

Location: _____

Event Goals and Metrics:

- | | | |
|--|--|---|
| <input type="checkbox"/> Branding | <input type="checkbox"/> Press Releases | <input type="checkbox"/> Press Hits |
| <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Briefings | <input type="checkbox"/> Trade Publication Hits |
| <input type="checkbox"/> Relationship Building | <input type="checkbox"/> Coverage from Briefings | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Influencer Outreach | <input type="checkbox"/> Bylines Placed | |

Situation Analysis:

- Do you have any news to announce?
- Do you have any upcoming company news to work with?
- How large is the event?
- Are you hosting?
- Are you sponsoring?
- Do you have to contend with media and other guidelines?

Strategy: (Write out 3-5 sentences outlining your strategic objectives)

Media List: (Name the top 5 media outlets or analysts you will be reaching out to.)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Execution:

- Press Releases
- Analyst Briefings
- Media Briefings
- Strategic Announcement
- Influencer Briefings
- Customer Meetings
- Partner Buzz
- Blogger Briefings
- Social Promotion

Results:

- Press Releases
- Bylines Placed
- Briefings
- Press Hits
- Coverage from Briefings
- Trade Publication Hits
